

All Victor Goods at Walter D. Moses & Co.'s



**Come!
See! Hear!
The Victor Family**



In the Richmond Victor Home

**Walter D. Moses & Co., 103 E. BROAD STREET,
Phone Madison 313.**

Look over the Victor family below. Choose presents that mean joy and gladness. But be sure that you come to the Richmond Victor home, where you can get all the different styles of Victors, Victrolas and Records, at the lowest prices and on easiest terms. This house sells the new machines as they come from the factory.

THE VICTOR VICTROLA

NOTICE THE NEW MODELS. The Victor Victrola is the greatest triumph of the Victor Talking Machine Company. Embodying every essential of the regular Victor; but eliminating the horn and general mechanical appearance, the Victor Victrola is without a peer among talking machines. The three new models, X, XI and XIV, have just reached us from the factory, and are illustrated below. Come in and see and hear them.

VICTROLA XIV



The new model Victor Victrola XIV illustrated has already been pronounced by experts to be without doubt the greatest value ever offered in a hornless talking machine. Combining the record cabinet with the machine, its compactness is not the least of the points in its favor; but above all, is the Victrola quality of sound reproduction, obtainable heretofore only in the Victor Victrola XVI at a much higher price. The Victor Victrola XIV is finished in mahogany, with all metal parts gold plated and lacquered. The cabinet has a capacity of 105 10 or 12-inch records.

\$150

VICTROLA XVI



A complete instrument and record cabinet combined, with concealed sound amplifying compartment. The opening or closing of the small doors permits the volume of sound to be increased or diminished as desired.

CABINET.—Mahogany, quartered oak and other fancy woods matching any finish desired.

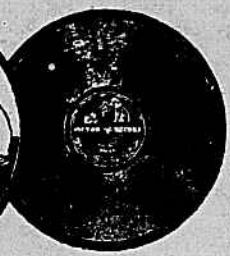
METAL PARTS.—Winding key, lid brace, tapering arm, speed regulator and indicator, break and knobs heavily gold plated. Hinges and all other metal work gold lacquered.

ALBUMS.—Ten in number, each for fifteen records, affording space for sixty 12-inch records and ninety 10-inch records, or one hundred and fifty records in all.

Mahogany and oak finishes.....\$200
Circassian walnut.....\$250

\$200

**Largest
Stock of
Old & New
Records**



**Red Seal
Records
a Special
Feature**

VICTOR O



Mahogany finished cabinet; nickel-plated metal parts; can be wound while playing; all sizes of records; flower horn.....

\$17.50

VICTOR I



Oak cabinet with hinged top; metal parts nickel-plated; exhibition sound box; horn ebony finished with gold stripes; flower shape. Plays all sizes of records.....

\$25.00

VICTOR II



Quartered oak cabinet with hinged top; all metal parts nickel-plated; exhibition or concert sound box; choice of two styles of horns. Plays all sizes of records.....

\$32.50

**Walter D. Moses & Company have always carried
the largest stocks and sold on easy terms. Get your
Christmas gift now.**

VICTOR III



Quartered oak cabinet with hinged top; colonial design; all metal parts nickel-plated; exhibition or concert sound box. Choice of two styles of horns. Plays all sizes of records.....

\$40.00

VICTOR IV



Polished mahogany cabinet with hinged top; nickel-plated metal parts; improved speed regulator; concert or exhibition sound box; choice of two styles of horns. Plays records of any size.....

\$50.00

VICTOR V



Quartered oak with hinged top; all metal parts nickel-plated. Extra heavy triple spring motor; yielding turn-table. Plays all size records. Choice of two styles of horns.....

\$60.00

**Walter D. Moses &
Company,**

103 East Broad Street.

*Oldest Music House in Virginia
and North Carolina.*



Victor



The famous Victor trademark stands for all that is best in music, and is on every Victor, Victor-Victrola, and Victor Record.

Hear the Victor today at the nearest Victor dealer's. He will gladly play any Victor music you want to hear.

The best gift of all

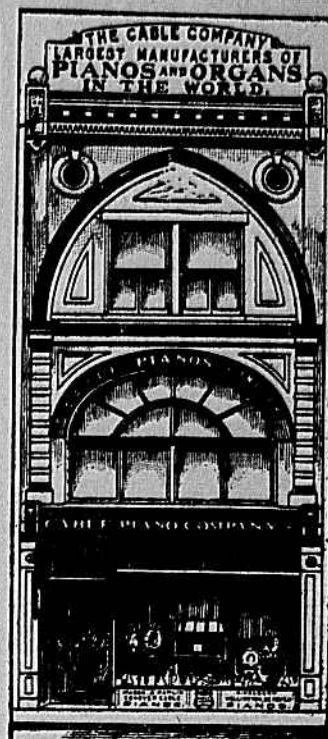
And the best part of it is you can get a Victor at any price you want to pay.

\$10, \$17.50, \$25, \$32.50, \$40, \$50, \$60, \$100 for a Victor. \$75, \$100, \$150, \$200, \$250 for a Victor-Victrola. Your dealer will arrange terms to suit.

Victor Talking Machine Co., Camden, N. J.

To get best results, use only Victor Needles on Victor Records.

for Christmas



Cable Piano Co.'s Store

213 East Broad Street.

The music store that holds its special place in this community because of the thousands of friends it has made and keeps. It is the Cable way to set the pace and hold it.

The Victor Store

The Cable Piano Company carries an immense stock of Victors, Victor-Victrolas, Records and Accessories, selling in large volume to Richmond, Virginia and North Carolina trade, and never a week passes but that large orders are shipped to all parts of the South.

We Have a Surprise for You

Buy Your Christmas Victor From Us.

We offer you terms and considerations that will more than offset any small reduction from original price, if such were possible. Victor prices are fixed at the factory, so buy your Victor from—

THE VICTOR STORE, CABLE PIANO CO.

213 E. BROAD ST.

You're going to get a Victor, chock full of lively tunes, of songs and dances, bands and things, and lovers moons and spoons, with a pile of Double Records of the brightest vaudeville, with now and then Caruso or Tetrzinni thrills; it won't cost much—with easy terms—and you'll surely get the best, you only push the lever and the Victor does the rest.

**Make a Note
To Call
To-Day**

